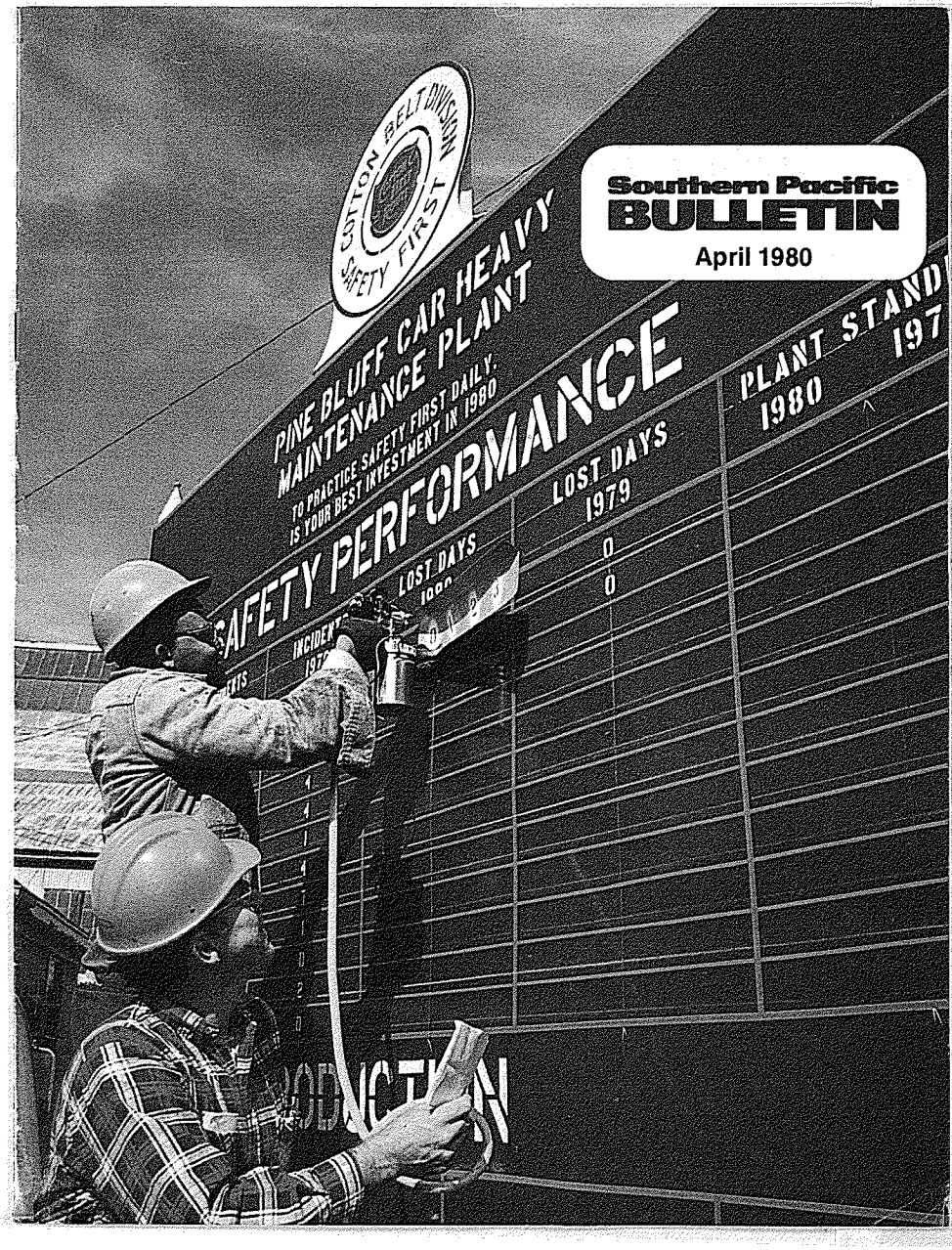


Southern Pacific BULLETIN

April 1980

SOUTHERN PACIFIC BULLETIN
Volume 64, Number 4
April 1980

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COVER

The Heavy Car Maintenance Plant at Pine Bluff, Ark. won top honors among the Mechanical Department's 15 major plants in the company's 1979 safety awards. Updating the safety performance sign outside the plant are Ralph Collins and Hoyle Simmons (foreground). See page 3 for a story on Pine Bluff, the hub of the Cotton Belt.

ROBERT G. OTTMAN
Editor

ROBERT B. HOPPE
Assistant Editor

EDITORIAL OFFICE
Southern Pacific Building • One Market Plaza
San Francisco, CA 94105 • (415) 362-1212 Ext. 22487

Published monthly in San Francisco by the Public Relations Department for active and retired employees. Employees are encouraged to submit comments, story ideas and news items to the editor.

Members:
IABC International Association of Business Communicators
Assn. of Railroad Editors

A Goal for All of Us

There is a new vitality in Southern Pacific's approach to the sale of transportation service, thanks to several important steps taken by our company over the past few months. Among them:

• An independent Sales Department—part of, but nevertheless separate from the other functions and activities of the Traffic Department—has been created to help focus and strengthen our sales effort.

• Workshops and special training programs have been conducted to improve the professionalism and know-how of our sales force.

• SP sales people can now compete not only for added financial incentives, but for such personal recognition as membership in our newly formed President's Club, an exclusive group of top-rated sales personnel.

About 350 of our salespersons competed in the recent "Backhaul Bonanza" sales contest, which helped increase backhaul loadings for Southern Pacific. More such contests are planned, based on the known sales effectiveness of this approach.

• Our first nationwide sales meeting was held in early January to foster teamwork and direct the energies of the entire sales force toward the company's goals and objectives for 1980.

• A National Accounts Sales Group was established to help tie together our sales approach to major shippers who often have plants and/or subsidiary operations at a number of different locations. This group of specialists is now working closely with our field sales people to offer major shippers the precise package of transportation services that best meets their needs.

These and other organizational moves, combined with the various training and incentive programs, have given us a more capable and enthusiastic sales force than ever before—determined to help Southern Pacific move ahead of its competition in the 1980s and increase its share of the nation's transportation market.

But even the most effective sales force with the most innovative sales approach cannot get the job done, on a continuing basis that results in "repeat business," without a really good "product" to sell. This means the finest in consistently dependable, efficient, customer-oriented service.

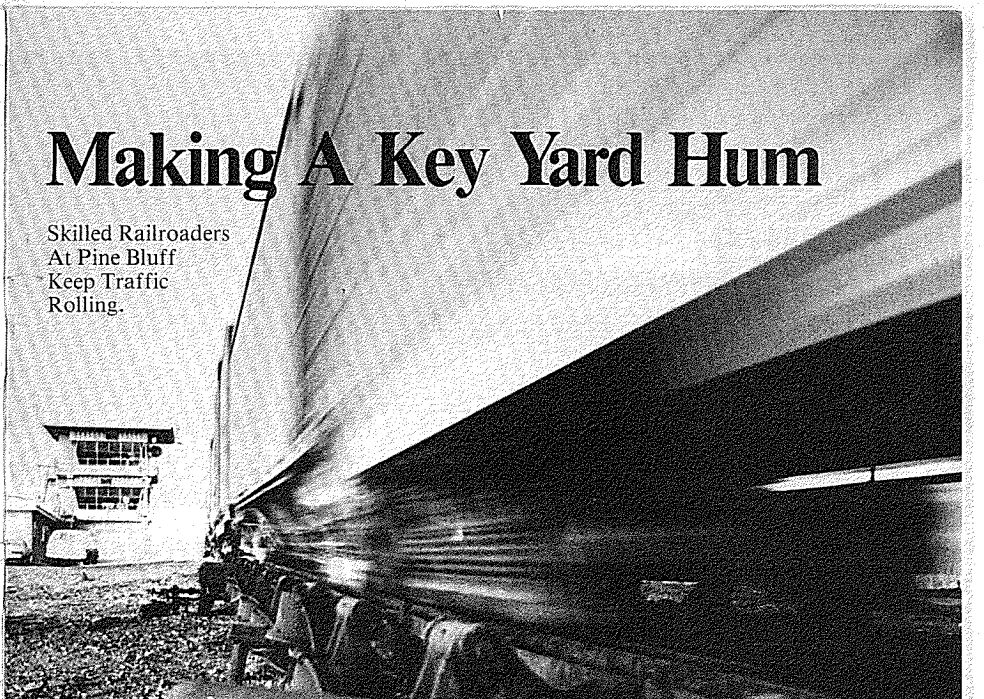
We all have a stake in providing that kind of service, to enable our sales people to win and keep more of the business that provides jobs and increases earnings in our diversified transportation company.

Our teamwork, especially between Operations and Traffic, toward this common objective will provide a better future for all of us.

D. K. McNEAR, *President*
SP Transportation Company

Making A Key Yard Hum

Skilled Railroaders At Pine Bluff Keep Traffic Rolling.



Outside, a new day dawns over Pine Bluff, Arkansas. The sunrise goes unnoticed by Superintendent Bill Reed and his top officers at their morning conference where they assess the operation of the Cotton Belt Division—one of SP's nine operating divisions.

Fortified with their morning cups of coffee, they huddle around a desk—analyzing statistical information, reviewing reports and making phone calls to other locations. These early morning meetings are held to develop and implement a daily strategy to keep the division operating at peak efficiency. "We're smoothing out the rough spots that occasionally pop up," Reed says. "The operation of the entire division, however, hinges upon the performance of the yard right here."



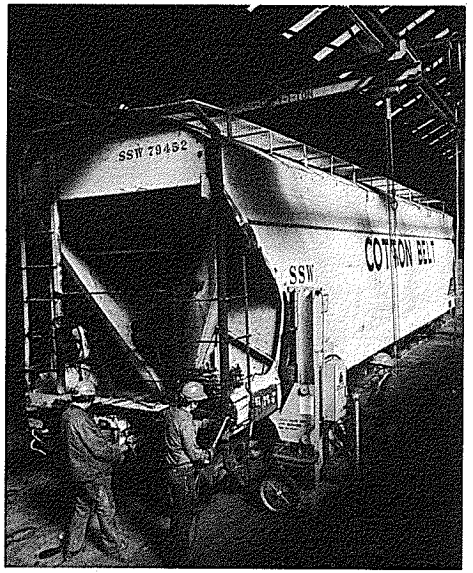
Division operations are discussed at an early morning meeting. Left to right: Superintendent Bill Reed, Asst. Superintendent Bob McClanahan and Terminal Superintendent Dave Medley.

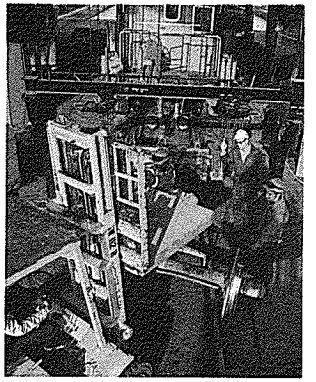
The classification yard is the center of activity at Pine Bluff: headquarters for the Cotton Belt, an SP subsidiary serving six states and forming the eastern segment of the company's transcontinental "freeway for freight." Some 2,400 people—more than half of the division's entire work force—are employed at this important facility which also includes a locomotive maintenance plant, heavy car maintenance plant, one-spot car repair facility, dispatching operations for the division, and maintenance of way operations.

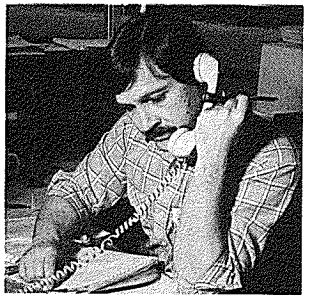
A few miles from where the decision makers huddle, the sounds of this hard-working gravity yard fill the air. As a freight car makes the journey over

Continued on page 5

Below: *At the Heavy Car Maintenance Plant, Freight Car Welders Tommy Bush, Sr. (left), Bobby Hartsfield and Jesse Pierce (right) make repairs to a covered hopper car.* **Right:** *A caboose gets a new set of wheels at the One Spot Car Repair Facility. Working on the repairs are (left to right): Fork Lift Operator Gregg Galster, Carman George Thomas, Car Foreman T. E. Ashcraft and Carman Eugene West.* **Below Right:** *Outbound Clerk Venoy Stewart, "the busiest person in the yard office," prepares consists for as many as 17 outbound trains during his shift.*

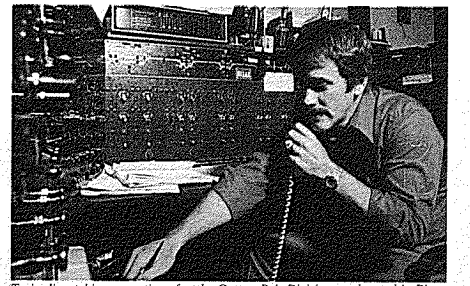








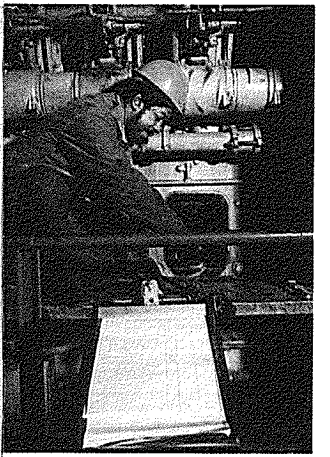
Engineer Dan Bubbus demonstrates a speed control device that automatically maintains a constant speed for shoving cars over the crest.



Train dispatching operations for the Cotton Belt Division are located in Pine Bluff. Gary Miller handles the board from Pine Bluff to Texarkana.



Lights in the gravity yard highlight the tracks that lead from the yard's crest into the bowl tracks. A beautiful Arkansas sunset silhouettes the tower (right) where the retarder operator works.



A locomotive unit undergoing its scheduled M-cycle preventive maintenance at the Locomotive Maintenance Plant, has its cylinders checked for defects with an air pressure test conducted by Machinist Melvin Lancaster.

the crest, the automatic retarders hiss as the car is slowed down to a safe coupling speed by these mechanical brakes before it enters one of the yard's 42 classification tracks. Each day an average of 2,300 inbound freight cars are classified into 70 different blocks—cars with the same destinations. These blocks of cars are added to one of the 57 trains that arrive and depart Pine Bluff each day.

Three yardmasters—two at the gravity yard and one at the local, flat-switched yard—oversee this active operation from their towers. On the ground, switch crews, carmen and car inspectors, crew clerks and yard office personnel handle their specific responsibilities that are vital to maintaining the flow of cars into and out of the yard. Altogether, more than 1,000 employees are involved each day in this yard's operation.

Pine Bluff serves as both the principal gathering and distribution point for divisional traffic, and a critical staging area for traffic with destinations throughout the SP system. Rice, soybeans, lumber and pulp and paper are the principal commodities originating on the Cotton Belt. However, the division is primarily a bridge carrier with about 60 percent of the traffic originating or terminating on other lines, including those of SP.

"Every train out of Pine Bluff has one or more blocks and some have as many as nine," points out Terminal Superintendent Dave Medley. "Therefore it's imperative that cars are blocked correctly. It's also important that the operation runs smoothly so that trains get in and out of this terminal quickly."

The skilled Cotton Belt employees at Pine Bluff do this quite well, he notes. Included among the numerous arrivals and departures which they handle each day are such expedited trains as the Blue Streak Merchandise (BSM), the Memphis Blue Streak Merchandise (MBSMF) and the new SRCRK-SRASK chemical train out of Strang, Texas.

Piggyback and petrochemicals—two important types of traffic—have recently increased on Cotton Belt lines and the Pine Bluff operation plays a key role in expediting the trains handling these important commodities. Petrochemical shipments from the Gulf Coast region of Texas and Louisiana have increased dramatically. The Memphis gateway, with its new intermodal facility jointly operated by the Cotton Belt, SP and SWT, has more than doubled the company's capacity for handling trailers and containers on

flatcars and is responsible for the increased piggyback traffic through Pine Bluff.

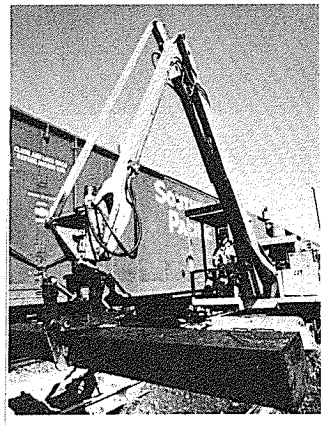
"Two new trains were added specifically to handle these growing markets," notes Bob McClanahan, assistant superintendent. "And we've made a number of improvements in the yard as well. A new 9,000-foot receiving track has just been completed, 9,000 ties have been replaced and there has been quite a bit of track stabilization work. We've also converted most of our switches from #7 to #9 turnouts which will add to the safe and efficient operation of our yard."

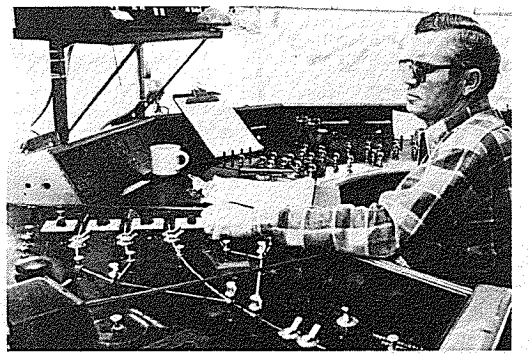
New trains such as the MBSMF—a solid California train of primarily piggyback traffic that originates in Memphis—add traffic at Pine Bluff.

However, the SRCRK-SRASK chemical train which operates out of Strang six days a week, requires more extensive handling. Due in at 7 a.m., the train is split upon arrival. The cars destined for the A&S (Alton and Southern Railroad) are taken off and classified, then added to others that have arrived in Pine Bluff during the previous 24 hours. The SRASK, as it is now designated, is due out at 8 a.m.

The SRCRK portion, once cars have been added that have come in on other trains from Louisiana, Texas, California and Oregon, becomes a run-through to Enola, Penn. that by-passes the yard at East St. Louis and interchanges with ConRail. The train is thoroughly inspected before its scheduled departure at 10 a.m.

Carmen and car inspectors give these expedited trains the same careful inspections they give to all the trains that arrive and depart Pine Bluff. Approximately 35,000 running repairs are made each month and 50 cars each day have light repairs performed on the support tracks. The One-Spot car repair facility tackles more extensive repair work at the rate of 23 cars per day. More than 60 carmen work around the clock to make repairs—from replacing airhoses to repacking journals—so that the cars can move safely and efficiently to their final destinations.





Left: Tie Handler Operator Max Polk places a new tie on the #1 yard track at Pine Bluff in preparation for installation. ***Below:*** *Retarder Operator Hoyt Johnson monitors the automatic retarders from his tower in the yard.*

Safety has figured prominently in two other important facilities at Pine Bluff. The Heavy Car Maintenance Plant captured top honors among Mechanical Department facilities in the company's annual safety awards. This plant, which employs 260 people and performs maintenance on 1,000 cars each year, rebuilds multi-level auto rack cars and covered hopper cars. It also maintains other vital freight car equipment that contributes to the company's ability to compete successfully in highly competitive and profitable transportation sectors. Another 600 freight cars each year undergo extensive overhauls through the General Rehabilitation and Improvement Program (GRIP).

The Cotton Belt's Locomotive Maintenance Plant was awarded second place in competition with eight other locomotive running repair plants throughout the system. The competition evaluated the plants' ability to maintain reliable locomotives while controlling costs and achieving safe operations.

In addition to servicing and fueling an average of 50 units per day, Plant Manager Bud Minter points out that this facility is also responsible for performing the new "M" cycle preventive maintenance program to 248, 4-axle freight units and 61 switch engines. The around-the-clock operation employs almost 300 people who supply important motive power for trains operating from the Memphis and East St. Louis gateways to points throughout our system.

"With the increase in piggyback traffic from Memphis, and the addition of the lucrative petrochemical traffic out of the Southeast, Pine Bluff—as well as the entire Cotton Belt Division—has made an all-out effort to handle the growing traffic in these market areas in a safe, efficient manner," Bill Reed says. "The excellent performance that each of our employees puts forth makes it possible to expedite the trains through Pine Bluff and on to their destinations.

"There's a proud spirit among Cotton Belt workers. It's well deserved, because each person has worked hard to earn it." □

Ralph Kirk Steps Down

D. R. (Ralph) Kirk, vice president-Executive Department at Houston, retired March 31 after a distinguished Southern Pacific career spanning more than four decades.



Kirk

Kirk was appointed to his present post in February, 1979. Prior to that he had been assistant vice president at Houston since 1975. He joined SP at Houston in 1936 and subsequently served as superintendent of the Houston, Tucson and Western Divisions, before being named general manager of SP's Texas and Louisiana lines in 1965. He has also been vice president of the Cotton Belt since 1975.

His other posts have included chairman of the board of operation, Port Terminal Railroad Assn. of Houston, chairman of the executive committee of the Texas Railroad Assn. and director of the Terminal Railroad Assn. of St. Louis.

A native of Houston, Kirk is the father of six daughters who have presented him with 20 grandchildren. His father, also named D. R. Kirk, was sr. asst. terminal superintendent for SP at Houston.

The Double E Bond: Easy, Easy Savings

If you want to cope with inflation, many economists say, invest your money in something that promises a high rate of return: selected stocks or money market certificates, for instance.

That could be sound advice—*if* you have the required capital funds.

If you don't, the most direct route to a sounder financial future is through savings. As financial writer Sylvia Porter puts it, it's better to get a modest rate of return on *something,* than a high rate on *nothing.* One of the best methods of saving, she says, is a *forced* savings program in which money is deducted automatically from your paycheck before you ever see it.

Buying U.S. Savings Bonds through Southern Pacific's Payroll Deduction Plan is one such system. Granted you won't earn the 14 percent interest you might on a money market certificate, but then you don't need a minimum $10,000 deposit either.

Robert L. Gaston, SP wire chief at Tucson, has been buying bonds for 19 years. He plans to use them to supplement his retirement income in 1994. Meanwhile they're providing him with a readily available emergency fund.

"Before I started buying bonds, I was always telling myself to save money," Bob says. "But my whole paycheck would be gone before I ever got around to it. With the Payroll Savings Plan, I've been able to build a nice nest egg for the future, because the money for the bonds is taken out before I ever get my check, so I never miss it."

"My son, Larry, who is an SP signalman at Tempe, Arizona, has the same idea," he adds. "He's also buying bonds on the Payroll Deduction Plan, because he's seen how fast my stack has grown over the years."

The new EE U.S. Savings Bond, which replaces the E Bond, is sold in denominations of $50, $100 or more. Cost of the bond is one-half of the face value.

Bonds currently earn 6½ percent interest (if held for five years) compared to the 5 to 5½ percent most banks pay on a standard savings account. If held to maturity—11 years—they earn an extra one-half percent, or 7 percent interest. Interest is exempt from state and local taxes, and federal taxes are deferred until the bonds are cashed—an important consideration that increases the yield for most of us.

If you have as little as $6.25 deducted from your pay each month to buy $50 bonds, you will have saved $1,016.96 in only ten years.

You may join the thousands of other SP people who are buying bonds on the Payroll Deduction Plan by filling out a simple authorization form, which is available from your immediate supervisor. This is "sign-up month," so give it some thought. □

SSW Operation of Rock Island Begins

The Cotton Belt announced, as this issue went to press, that it would begin operating the Tucumcari-Kansas City-St. Louis line of the Rock Island Railroad on March 24.

The operation will be along the parts of this line that have been receiving directed service since December 3. It will take place under temporary authority granted by the Interstate Commerce Commission and will insure communities in the territory against the cessation of rail service.

This portion of the bankrupt Rock Island Railroad is what the Cotton Belt and its parent company, Southern Pacific, have offered to buy for $57 million. The purchase offer is still awaiting a final ICC decision, due by August 4. The extensive improvements to the RI line planned by SSW-SP will necessarily be deferred until a favorable decision is reached.

The Cotton Belt will set up operating offices for the RI line at Kansas City. Heading a transitional management team will be William C. Hoenig, Cotton Belt vice president and former chief operating officer of the Rock Island. J. E. Hare, former RI superintendent at Kansas City, has been named superintendent of the new Rock Island division of the Cotton Belt.

The ICC has also granted the Cotton Belt temporary authority to operate RI lines from Memphis to Little Rock and Fordyce, Ark., effective March 24.

Hoenig pointed out that the Cotton Belt is providing a privately-financed solution to the problem of continued service to shippers along the route. "Our operation of the line during the temporary period is being paid for entirely by the Cotton Belt," he said.

More information about the Cotton Belt's operation of the former Rock Island line will be carried in the next issue of the *Bulletin.* □

El Paso Locomotive Maintenance Plant Wins Blue Banner

This efficient plant provides the reliable power needed to win traffic and generate earnings in a highly competitive corridor.

"Safety First Today, Not Mañana."

That slogan appears in black letters on the yellow-painted work platform used at the El Paso Locomotive Maintenance Plant.

The plant's 196 employees keep it firmly in mind, which is one reason a big blue banner with a number 1 on it flies from the plant's flagpole.

El Paso won first place for overall excellence during 1979 in the Mechanical Department's competition among its nine locomotive running maintenance plants.

The award categories included safety, productivity, quality of the work performed, cost control and such factors as in-plant communications, cooperation and competitive spirit, all of which contribute to the production of reliable locomotive power.

"We're delighted to be No. 1," says Plant Manager Jim Harstad. "The credit, of course, belongs mainly to our fine work force here at El Paso whose cooperation and teamwork helped make it all possible."

El Paso has been a major locomotive servicing and maintenance point for Southern Pacific since the first SP train rolled into that border city in 1881.

Today, the plant—which operates around-the-clock, seven days a week—is responsible for "M" cycle maintenance on 158 locomotives, including many which power our long-haul, high-priority trains between Los Angeles and Pine Bluff.

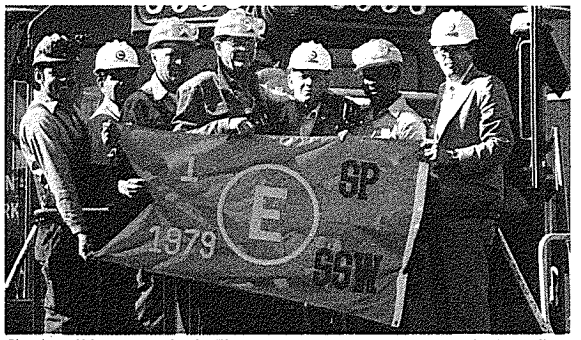
It is a "service station" for about 42 units a day, providing them with fuel, oil, water and sand (to aid traction) as needed. It pumps about 1.2 million gallons of diesel fuel a month at an average cost of 80 cents a gallon—more than double what it was a year ago. The fuel is purchased from local refineries.

The facility's $3.3 million annual payroll also contributes substantially to the economy of the El Paso area.

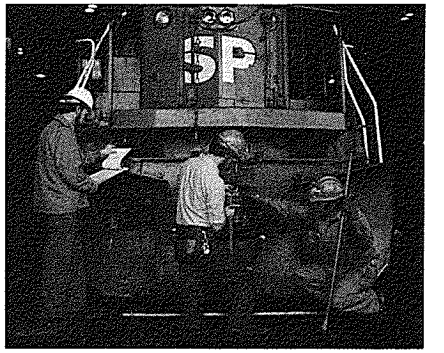
The plant repairs or performs scheduled maintenance work on about 12 units a day, ranging from electrical trouble shooting to replacement of such major components as main bearings, turbochargers and wheel assemblies. In addition, its skilled craftsmen do careful run-through inspections on another 54 locomotive units a day.

The El Paso facility includes a modern, well-lit and well-equipped shop with three repair tracks, plus two service tracks which can hold up to four units each.

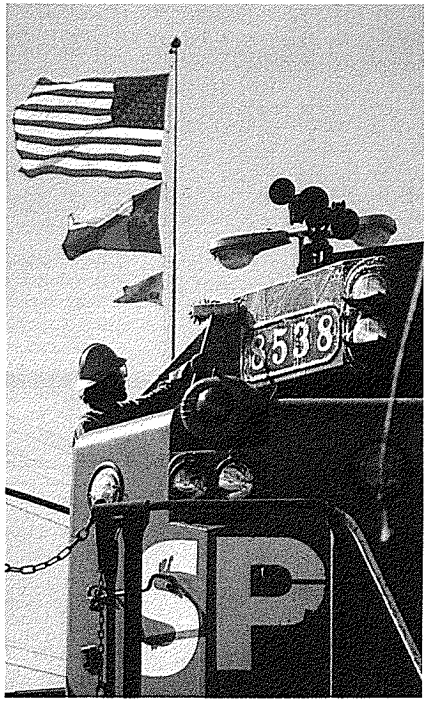
As Jim Harstad points out, however, its most important asset is its people—some of whom are pictured on these pages. ☐



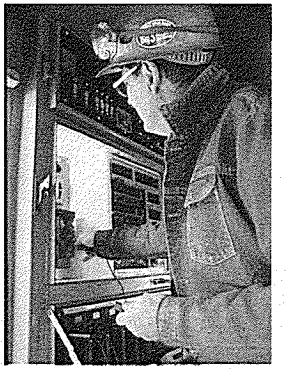
Showing off banner won by the El Paso Locomotive Maintenance Plant for "overall excellence" are (l-r) sheetmetal Worker Ivan Rojas, Foreman Al Rodriguez, Machinist Arturo Montes, Electrician Richard Bowhay, Asst. Plant Manager Richard Fleissner, Laborer Webster Brooks and Plant Manager Jim Harstad.



Machinist Apprentice Roger Jones (center) and Machinist Joe Torres check coupler swing. Foreman Henry Maynard (left) reviews work list.

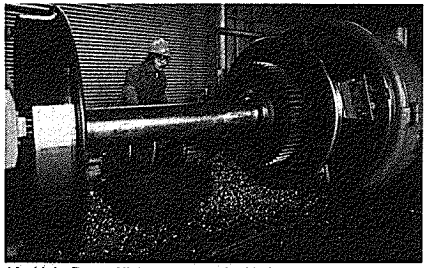


Laborer Lloyd Manley gives unit a thorough scrubbing.





Right: Electrician Richard Bowhay tests circuits in locomotive cab. Far Right: Machinist Gilbert Comacho (left) and Machinist Apprentice Jeff Walker use power equipment to replace radiator cooling fan on locomotive unit.



Machinist Danny Vialva operates wheel lathe.

PASSENGER TRAINS ARE *NOT* THE ANSWER

There are various movements afoot, in SP territory and nationally, to reestablish short haul rail passenger service on the basis of claims that it is more energy-efficient than other travel modes. Some proponents even claim it costs less in some instances, or that it must be instituted regardless of cost because of the world oil situation.

Such service has been proposed for our Phoenix-Tucson, Los Angeles-Oxnard, San Jose-Sacramento and Eugene-Portland corridors, and there are also proposals for the Dallas-Houston-San Antonio triangle which may or may not affect our lines.

These proposals are getting a lot of press attention, and SP people are bound to get questions from friends and neighbors about why SP prefers not to be the guinea pig for some of the experiments being promoted. This article will give you the reasons, so that you can be prepared to discuss them with authority—as every good SP employee should be.

You are probably already aware that freight trains are extremely fuel-efficient. A freight train, for instance, can move three or four times as much freight per gallon of fuel as a long-haul truck over a comparable route.

But are trains also fuel-efficient for passengers? The answer is *no*, except under the most ideal circumstances which rarely if ever exist.

Numerous government and independent studies have shown that buses are up to three times more energy-efficient than passenger trains. In fact, even the newer-model automobiles that get 25 or more miles per gallon, with four passengers, can be more fuel-efficient than passenger trains.

Independent studies show that buses are up to three times more energy-efficient than passenger trains.

Trains are fuel-efficient for freight, but not for passengers, because of a fundamental difference in the ratio between the weight of the train and the two very different types of "payloads." A rail freight car can carry three or more times its own weight in freight, but the weight of a passenger car greatly exceeds the weight of the passengers being carried.

The type of passenger trains being proposed for service on our Eugene-Portland line, for example, would have to pull 1.3 tons of steel for every passenger, even if the cars were filled to capacity. A modern bus, by comparison, weighs less than one-third of a ton per passenger and therefore gets much better fuel mileage.

Are Amtrak trains fuel-efficient? Some claims have been made for them, but only if they are powered by new model locomotive units hauling near-capacity loads of passengers in new "Amfleet" coaches at 50 miles an hour. It is, of course, unreasonable to assume that any intercity bus, train or plane would operate at 100 percent of capacity from origin to destination. Typically, Amtrak trains operate with far less than capacity loads and at about one-third of the fuel efficiency of intercity buses.

Passenger trains are also extremely costly to operate compared to buses; they are not cost-effective in relation to the fares people are willing to pay. Studies by the State of Oregon of the proposed Eugene-Portland service indicate that $3.4 million in taxpayer subsidies would be required for an 18-month trial period.

A one-way fare of $13.50 is projected between Eugene and Portland, but the train would require an initial subsidy of $135 per rider per trip! This compares with an existing one-way Greyhound fare of $8.25 between the two cities—without any public subsidy.

SP analysts point out that in the first year taxpayers would have to pay $10 for every $1 paid by a passenger. Even assuming patronage greatly improved after the trains were fully established, taxpayers would have to pay $1.55 additional for every $1 paid in fares.

Adding more passenger trains to our single-track railroad would not only be inefficient from fuel and cost standpoints, but would almost certainly have a detrimental effect on our service to shippers.

Why should this be so? Weren't we handling both freight and passenger trains on the same single-track line 40 years ago during the heyday of passenger service?

The answer, of course, is that railroading has changed dramatically since those days of shorter, slower, steam-powered trains.

Today, we are handling more freight—more, in fact, each working day than we did at the height of World War II. And we are hauling it in much longer, heavier, faster trains. We have to do this to meet the competition from long-haul truckers who have the subsidized use of a high-speed, interstate freeway system that didn't even exist 40 years ago.

A few decades ago, it was the practice to place sidings for short trains at frequent intervals along our lines. Today, with longer trains and increasing congestion, it is much more difficult to find sites for sidings long enough to accommodate our mile-long freight trains. Often they must be located at substantial distances from one another, and we must rely on technological innovations like CTC to coordinate train movements in both directions. Obviously, today's railroad is just not the same railroad that some people remember.

The fact is that adding any of the proposed passenger trains—which would have to be given priority over freight trains—to our freight-carrying railroad would mean sidetracking freights and delaying freight transit time in important corridors—all with a very serious ripple effect on freight operations systemwide.

Chairman B. F. Biaggini has pointed out that substantial train delays can harm service to shippers and bring about "a massive diversion of freight to the highways, which would waste fuel."

A recent SP study shows that if such delays were to cause traffic to be diverted from a single 6,000-ton freight train to highway carriers, the resulting *increase* in fuel consumption could total 16,000 gallons a day or 6 million gallons a year.

It would indeed be ironic if more of the railroad's limited capacity were utilized for passenger trains, forcing freight off the railroad on to trucks, for then both passengers and freight would be wasting fuel.

It's understandable that rail passenger fans and local lawmakers are tempted by the federal grants that are available to finance the major share of these passenger train experiments. All too often they have the notion that "someone else will get the money if we don't."

But we should consider that (1) it is still, after all, *everyone's* tax money that is being spent, and (2) that there could be *added* tax burdens to face when "revenue sharing" runs out and rail passenger service is still running deeply in the red. Passenger train advocates then will surely be raising a *new* cry that "we must keep on protecting this heavy investment as a social service, no matter what the cost."

Southern Pacific is not against needed passenger service in a time when America must preserve energy. But it believes that this service, on the routes being considered, can best be provided at less cost to the taxpayer, with more flexibility and with much greater fuel efficiency by comfortable, attractive and more frequent buses on the highways that run right alongside our track. □

Coal: The Alternative Energy Source That Railroads Handle Efficiently

How can America reduce its dependence on foreign oil?

One important way is to convert electrical generating plants from oil or natural gas to coal.

As the nation begins to tap its abundant coal reserves in the West, the railroads are assuming a more important role in transporting America's best energy buy. Coal is the largest single commodity transported by freight railroads.

Now, when coal is needed more than ever, America's railroads are being accused of charging too much to move this vital resource and of impeding the nation's shift from oil to coal.

This accusation is false. In reality, the railroads are providing one of the best transportation bargains in town.

For example, coal makes the 1,650-mile trip from Gillette, Wyo. to San Antonio, Tex. for only 1.2 cents per ton-mile on a unit coal train jointly operated by Southern Pacific and Burlington Northern. The railroads' nationwide average for moving coal is 2.0 cents per ton-mile—still a transportation bargain when compared to the rates for grain (2.9 cents per ton-mile) and the "total rail traffic" rate (3.4 cents per ton-mile).

Coal rates, which have been upheld in most instances by the Interstate Commerce Commission as fair and reasonable, have attracted the attention of some Congressmen who have proposed to amend the deregulation bills that the railroads so badly need. Their amendments would mean continued regulation of many rates for the movement of coal and other commodities, and would deny the railroads the rate-making freedom they desperately need to return to economic viability.

America's railroads are the most reliable and cost-efficient way to move most coal from where it's mined to where it's needed the most—to generate electricity and fuel our industries.

Today, that's more important than ever. □

PEOPLE

How Long Is Lake Tahoe? Ask Roger Collins. He Swam It!

At 3:15 a.m. on August 1, 1979—his body charged with nervousness and fortified with a pancake breakfast—Roger Collins dove into Lake Tahoe's chilly waters and began swimming.

When the 25-year-old SP carman from Watsonville, Calif. emerged from the water 14 hours and 25 minutes later, he had made history. Roger became the second person to swim the lake's 22-mile length, beating the previous record by five hours!

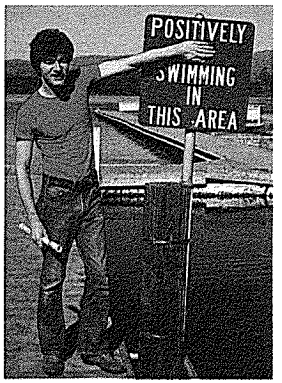
"The swim had been my goal for a year," Roger says. "I was both mentally and physically exhausted when I got out of the water, but that didn't matter because I knew I had set a record."

It was during a visit in 1978 to Lake Tahoe—a sparkling lake on the California-Nevada border, high (6,200 feet above sea level) in the Sierra—that Roger looked out at the expanse of water and considered swimming the length of the lake. The more he thought about it, the more appealing the challenge became.

Roger began conditioning himself a year ahead of time. Sweets, coffee, alcohol and most other gastronomical vices were banished from his diet.

Five months before the swim, he began an intensive exercise program. He would get up at about 4 a.m., go down to the ocean and swim until the crack of dawn. When the sun came up, he knew it was time to go home and get ready for work. After work, he would join the Watsonville High School swim team in their regular workout. Then he would drive to Santa Cruz and join another swimming group in their workout. Before going to bed at 10 p.m., Roger would do exercises to strengthen his arms and shoulders.

In addition to his physical conditioning, Roger devoted a great deal of research and planning in selecting the date, time and locations for starting and finishing the swim.



Roger Collins practiced at near-by Lake Pinto, but only in areas where swimming was allowed.

He chose August 1 because his research indicated the water temperature of the lake should be near its yearly high. His prediction was right. Nevertheless, the water was a bone-chilling 61°, and he wore a "skin suit"—a less bulky version of a wet suit—to guard against the cold and prevent hypothermia.

Roger figured he could avoid the rough waters at the center of the lake that are whipped up by midday winds if he began his swim at 3 a.m. This strategy would allow him to conserve his energy for the last half of the swim when he expected to encounter a strong current.

"I went to the lake a week ahead of time in order to adjust to the higher altitude," Roger says. "As soon as I arrived, I got sick. I guess it was from nervousness. All I could think about was the amount of preparation that had gone into this, and now I would be too sick to swim."

Roger's health improved, however, and he began his swim as planned. A highway patrolman witnessed the early morning start. As he swam out into the lake, Roger was accompanied by his brother and two friends in a small aluminum row boat. They would keep him on course and supply his nourishment—heavily sugared tea, a banana, and a fried egg sandwich—throughout the day.

"The last half of the swim was the hardest," Roger recalls. "The current was stronger than I had anticipated, and I had to battle it for about eight miles. The biggest obstacle, however, was mental fatigue. I actually ran out of things to think about." His extensive training program had prepared him for the rigorous swim, but he didn't realize how much of a mental battle it would be.

Undoubtedly, Roger will find another challenge to set his sights on in the near future. In the meantime, he will continue to jog, swim a little and take an occasional bike ride. A couple of years ago he rode his bicycle home from Lake Tahoe. That was a 265-mile trip!

"It was just something to do," Roger says. He said the same thing about his Lake Tahoe swim. Roger Collins is a master of understatement! □

Don't Keep Secrets

If someone you know at work is an energetic volunteer, actively participates in community affairs, or pursues an interesting avocation, tell the *Bulletin* editor about this person. He or she may be an interesting subject for a "People" feature.

And don't be shy about calling attention to your own accomplishments. Send a few details to *Southern Pacific Bulletin*, One Market Plaza, San Francisco, CA 94105.

$16,582-Worth of Shirts

Teen Firm Sets Sales Record

A highly successful "Blue Chip" company went out of business in early January, and it didn't stir a ripple on the pages of the *Wall Street Journal*.

"T-Shirts Forever," the Junior Achievement company sponsored by Southern Pacific at Tucson, closed its books after selling $16,582-worth of shirts—breaking all sales records in the local JA center.

The pint-sized firm, with its 12 teenage officers and directors, was named a "Blue Chip" company by the JA organization in recognition of its "high attendance, sales and profitability and high level of learning."

The four adult SP advisors of "T-Shirts Forever," who served during its 14 weeks of "corporate" existence, were Steno-Clerk Lori Rentschler, Clerks Gary Roluffs and Mary Elizabeth Potts, and Key Punch Operator Tony Trejo.

In a letter of congratulations to SP on the JA firm's outstanding record, Dave King, director of JA of Tucson, praised the four advisors for having done a "super job."

Under the nationwide Junior Achievement program, 12 to 15 high school students form a miniature "corporation," raise capital by selling dollar shares of stock, manufacture and market a product, and liquidate at the end of a set period (usually a school semester), hopefully returning a profit to their shareholders. In the process, they gain a first-hand knowledge of how America's business system operates.

During 1979-80, the company's 30th year of participation in the JA program, we are sponsoring 13 JA firms in 10 cities from Oregon to Texas. About 50 SP people are serving as adult advisors.

In addition, six SP executives are taking part in another JA economic education program called "Project Business." They teach junior high school students one hour each week for 15 weeks about American business and how it works.

Lori Rentschler, who was chief advisor of "T-Shirts Forever," recalls that the advisors did some preliminary research before suggesting T-shirts to the Achievers. "I figured if *I* could make the product, the kids would have no trouble with it," she says. "I tried some leather key chains, but the results were terrible.

"Finally, Mary (Potts) came up with the T-shirt idea, and Gary (Roluffs) built a frame to hold the silk screens we used to transfer emblems and lettering to the shirts. The kids liked the idea, and we were in business."

The firm's largest order came from SP's Tucson Division. The teenage tycoons produced 1,500 shirts with a special division insignia for distribution to employees in connection with the division's excellent safety record. They also produced shirts for a Tucson automobile dealer, a school bus drivers' association and the Junior Achievement Association.

Lori, who has been with SP for three years, is the mother of four daughters, one of whom has been an award winning Achiever. This was Lori's first experience as an advisor.

"We were delighted with the success of 'T-shirts Forever,' " she says, "and I think the experience taught us all a lot—the adults as well as the young people. But I'm sure being a member of a company that fails financially can be an equally valuable learning experience. That's one of the unique things about Junior Achievement."

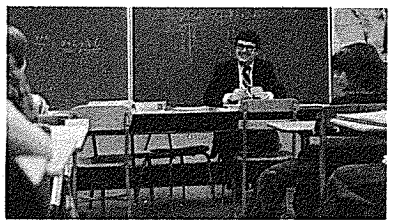
Participating in JA's "Project Business" at Portland is Edward L. Stapleton, district claims manager.

He is teaching a junior high school course—based on JA materials—that covers seven business topics ranging from simple economics to money and banking. The program also includes field trips and a section on choosing a career.

"The program gives a good basic orientation to young people who have little knowledge of business," Ed says. "And it's also a lot of fun. You ought to hear some of the things that come up in our classroom discussions." □



Delivering the Tucson Division's order for 1,500 shirts to A. G. Bays (right), then division supt., are members of "T-Shirts Forever." They are (from left) Advisor Mary Potts; Belinda Beisile and John Fung, officers of the JA firm; and Advisor Gary Roluffs.



Ed Stapleton, district claims manager for SP at Portland, conducts a "Project Business" class for junior high school students.

Management Moves


Thomas


Coulter

Law Department

Oliver A. (Ollie) Thomas, general tax commissioner at San Francisco since 1969, has retired after 34 years of service to Southern Pacific.

Succeeding him is **A. W. (Al) Coulter,** assistant general tax commissioner since 1978.

Thomas joined SP as assistant tax agent at Reno in 1946 after World War II service in the Air Force. Prior to that he had been the elected county assessor of Churchill County, Nevada. For the next 14 years, in addition to being tax agent at Reno, he served as SP's representative to, and as director of, the Nevada Railroad Association. He was named assistant tax commissioner at San Francisco in 1965.

An active civic leader, Thomas holds the Silver Beaver Award for his outstanding service to Scouting in both Nevada and California. While in Reno, he headed a number of civic, service and fraternal organizations, including the Reno-Sparks Community Chest and the local Selective Service Board.

Coulter, who holds L.L.B. and J.D. (doctor of jurisprudence) degrees from Washington University School of Law in St. Louis, joined the company as assistant tax commissioner at Tyler, Texas, in 1954. He served as regional tax commissioner at Houston from 1976 until his transfer to San Francisco in 1978.


Jones


Simpson


Hoenig

Operating Department

William M. Jones retired February 29 as assistant vice president of operations planning and control at San Francisco.

Succeeding him is Assistant General Manager **Lloyd G. Simpson.**

Jones joined SP in 1941 as a telegrapher at Tucson and moved up through the operating ranks to become terminal superintendent at Los Angeles in 1962 and superintendent of the Western Division in 1967. He was named assistant general manager at San Francisco in May, 1979 and has been assistant vice president since last December.

Simpson, who is a graduate of San Jose State University and has completed SP's Management Development Program, joined the company in 1959. He served as superintendent of the Sacramento Division for more than five years, prior to being named assistant general manager at San Francisco in January.

William Hoenig, assistant vice president in the Operating Department at San Francisco, has—in addition—been appointed vice president of the Cotton Belt.

He was the Rock Island's chief operating officer, before he joined Southern Pacific in 1978. A graduate of Iowa State University, Hoenig has also completed the Advanced Management Program at Harvard.


Yarberry


Greenslade


Lindquist

Accounting Department

Three key Accounting Department promotions became effective February 1.

L. C. Yarberry becomes assistant controller; **R. J. Greenslade** advances to assistant controller, revenue and collections; and **G. P. Lindquist** moves up to internal auditor.

Yarberry, a graduate of SP's Management Development Program, joined the company as a traveling auditor at San Francisco in 1964. He has been group manager of accounting operations since 1974.

Greenslade entered SP service as a telegraph operator on the Western Division in 1952. He moved up through various accounting posts to become internal auditor in 1975.

Lindquist, who is a Certified Public Accountant, joined the Accounting Department as an administrative assistant in 1965. He has been group audit manager since 1977.

Appointments

ENGINEERING DEPARTMENT: At Roseville: **E. Alcala** *to regional track supervisor;* at Eugene: **M. Hernandez** *to regional track supervisor.*

INTERMODAL SERVICES DEPARTMENT: At San Francisco: **J. E. Souza** *to manager, equipment distribution-intermodal services;* at Houston: **D. A. Novosad** *to area manager-IMS;* **J. D. Kennedy** *to assistant area manager-IMS.*

OPERATING DEPARTMENT: At Victoria: **J. E. Hare** *to assistant superintendent;* at Lafayette: **W. L. Martin** *to assistant superintendent;* **J. E. Atkinson, Sr.** *to road foreman of engines;* **R. W. Tabb** *to assistant manager, dispatching operations;* at Beaumont: **F. L. Clifton** *to terminal superintendent;* **E. V. Arnold** *to trainmaster;* at Tucson: **B. A. Matsumori** *to assistant to superintendent;* at San Antonio: **H. C. Ballance** *to terminal superintendent;* at Roseville: **C. R. Urbick** *to terminal superintendent;* at San Francisco: **A. L. Tobola, Jr.** *to assistant manager, OP&C;* **C. L. Frost** *to assistant manager, OP&C;* at Houston: **A. Rust** *to assistant to superintendent;* **I. M. Commer** *to senior terminal superintendent;* **R. G. Huff** *to road foreman of engines;* **W. C. Burg** *to safety officer;* **E. L. Hord** *to manager, dispatching operations;* **D. L. Jordan, B. L. Baldwin, J. L. Reiniger** and **F. J. Siems** *to assistant manager, dispatching operations;* **R. P. Metcalf** and **E. F. Arnold, Jr.** *to assistant manager, transportation services;* at Strang: **M. R. Hickman** *to assistant trainmaster;* at City of Industry: **H. O. Haught** *to assistant terminal superintendent;* at Dolores: **W. A. Hicks** *to assistant terminal superintendent;* at West Colton: **J. G. Fuller** *to assistant terminal superintendent.*

SP LAND COMPANY: At San Francisco: **D. V. Standish** *to manager, property accounting.*

TRAFFIC DEPARTMENT: At Cincinnati: **L. F. Derkacy** *to district sales manager;* at Chicago: **K. J. Goldstein** *to manager-international;* **E. K. Sewall** *to manager-international sales;* at St. Louis: **B. A. Morris** *to district sales manager;* at Milwaukee: **A. B. Behrendt, Jr.** *to territory sales manager;* at Petaluma: **W. E. Wells** *to district sales manager;* at Portland: **L. K. Wollaston** *to sales analyst II;* at Eugene: **T. J. Shea** *to account executive;* at Salem: **R. J. Daniel** *to district sales manager.*

Retirements

GENERAL OFFICE, SAN FRANCISCO: **F. M. Bannister,** *manager cost service;* **D. G. Bartholomew,** *diversion clerk;* **M. M. Neilson,** *head clerk;* **J. B. Sanderford,** *assistant manager of budgets.*

HOUSTON DIVISION AND REPAIR PLANTS: **A. Barnes,** *hostler;* **J. Basquez,** *extra gang foreman;* **M. M. Bonnette,** *sales representative;* **D. Boudreaux,** *bridge tender;* **R. M. Brenner,** *brakeman;* **I. D. Cooksey,** *engine foreman;* **L. C. Crow** and **W. M. Douglas,** *locomotive engineers;* **R. C. Daffin,** *auto mechanic;* **P. Foley,** *car inspector;* **E. D. Hall,** *crew dispatcher;* **R. D. Helton,** *electrician;* **O. Johnson,** *laborer;* **J. R. Lopez,** *chief billing clerk;* **L. H. Price,** *chief train dispatcher;* **W. J. Romines,** *electrician;* **F. Salazar,** *machinist;* **A. P. Saltys** and **F. Wilson,** *laborers.*

LAFAYETTE DIVISION: **E. J. Alleman,** *clerk-telegrapher;* **T. Anderson,** *stevedore;* **C. Duhon,** *clerk;* **R. E. Himel,** *machine operator;* **A. T. Mora,** *cashier;* **B. J. Provost,** *conductor;* **V. E. Williamson** and **R. M. Wingerter,** *locomotive engineers.*

LOS ANGELES DIVISION AND REPAIR PLANTS: **L. C. Acosta,** *machinist;* **J. R. Banuelos,** *laborer;* **D. E. Burleigh,** *signalman;* **W. C. Carriger,** *yard clerk;* **A. S. Castaneda,** *crane operator;* **K. G. Chandler,** *signal inspector;* **C. E. Coates** and **V. Elliott,** *yard helpers;* **F. W. Enloe** and **C. L. Eoff,** *locomotive engineers;* **G. Gonzalez,** *laborer;* **E. Hernandez,** *sheet metal worker;* **W. W. Hitchcock,** *yard helper;* **S. S. Kuberski,** *freight carman;* **S. Lopez,** *extra gang foreman;* **J. R. Lyle,** *head file clerk;* **R. P. Magnuson,** *senior clerk;* **A. M. Mihelich,** *locomotive engineer;* **M. Nicassio,** *yard helper;* **H. T. Ostheimer,** *freight carman;* **A. N. Paciocco,** *machinist welder;* **F. A. Robinson,** *motor truck operator;* **J. Rondoni,** *yard helper;* **S. P. Saucedo,** *head cashier clerk;* **F. Shepherd,** *janitor;* **R. L. Snee,** *machinist;* **D. C. Stogden,** *laborer;* **W. A. Selt** and **S. J. Tabor,** *conductors;* **B. R. Tucci,** *machinist;* **J. Terrazas** and **A. B. Urquizu,** *freight carmen;* **F. Vallejo,** *relief district MofW manager;* **M. E. Vogler,** *engine foreman;* **R. D. Wood,** *locomotive engineer;* **E. C. Wray,** *clerk.*

OREGON DIVISION: **E. F. Ashbridge,** *machinist;* **F. Campbell,** *car inspector;* **J. W. Gilbert,** *conductor;* **G. R. Hisey,** *train dispatcher;* **B. E. Kelso,** *assistant extra gang foreman;* **A. B. Laing,** *assistant communications traffic supervisor;* **I. E. Leihsing,** *laborer;* **T. D. Manring,** *machine operator;* **R. M. Reed,** *machinist;* **R. E. Shearer, E. W. Shurtz** and **R. N. Strickland,** *locomotive engineers;* **L. F. Sprando,** *senior sales representative;* **H. R. Thurman,** *yard helper;* **W. L. Tullar,** *car inspector;* **L. E. Uskoski,** *clerk-steno;* **W. E. Watson,** *locomotive engineer.*

SACRAMENTO DIVISION AND REPAIR PLANTS: **L. G. Akins,** *freight carman;* **W. T. Ayala,** *hoist machine operator;* **L. A. Bianchini,** *production supervisor;* **F. F. Brewer,** *car inspector;* **G. W. Case,** *crane operator;* **T. R. Christian,** *pipefitter;* **R. W. Clayton,** *conductor;* **N. R. Cota,** *foreman;* **J. E. Cuellar,** *shipping & receiving clerk;* **J. M. Cuellar,** *laborer;* **G. R. Cullers,** *yard helper;* **E. L. Evans,** *head clerk;* **M. P. Foster,** *clerk;* **J. Franco,** *carman painter;* **W. J. Gaulier,** *conductor;* **S. Guzman,** *fuel oil attendant;* **H. C. Haight,** *assistant chief clerk;* **R. F. Hands,** *signal maintainer;* **G. H. Harjes,** *MofW clerk;* **P. J. Macias,** *extra gang foreman;* **R. L. Rainey,** *machinist;* **M. V. Salcido,** *carman;* **E. C. Sanders,** *conductor;* **R. W. Saunders,** *brakeman;* **S. Shijo,** *laborer;* **G. F. Vanderpool,** *regional track supervisor;* **J. I. Valerio,** *freight carman;* **D. K. Williams,** *fireman;* **H. H. Wingate** and **H. E. Womack,** *locomotive engineers.*

SAN ANTONIO DIVISION: **V. C. Fritz,** *crew dispatcher;* **R. E. Klag,** *towerman;* **R. V. Leverett,** *conductor;* **A. L. Lowey,** *yardmaster;* **M. V. Shirk,** *telegrapher-clerk;* **M. C. Thomas,** *roundhouse foreman;* **R. C. Tuley,** *conductor;* **A. Voelcker,** *machine operator.*

TUCSON DIVISION: **R. L. Blythe,** *locomotive engineer;* **M. H. Freeman,** *conductor;* **J. P. Howard,** *welder;* **C. W. McKissick,** *assistant to superintendent;* **A. G. Meza,** *machinist;* **W. B. Mills,** *yard helper;* **A. Palacio,** *lamp tender;* **J. Rodriguez,** *truck driver;* **R. W. Wakefield** and **C. C. Webb,** *conductors;* **R. V. Wills,** *assistant superintendent.*

WESTERN DIVISION: **D. C. Byrne,** *locomotive engineer;* **J. C. Carson,** *conductor;* **E. G. Collyer** and **G. E. Gilbert,** *locomotive engineers;* **C. R. Kinzer,** *freight carman;* **C. Lane,** *locomotive engineer;* **R. L. LeClert,** *conductor;* **E. P. Mary,** *car inspector;* **M. E. Morse,** *assistant engineer;* **E. D. Reese,** *coach cleaner;* **J. R. Roberts,** *conductor;* **M. C. Sander,** *bill clerk;* **W. B. Shearer,** *locomotive engineer;* **M. Toomer,** *coach cleaner;* **R. J. Wahlin,** *signalman;* **G. D. Wilson,** *car inspector.*

COTTON BELT: **D. Aikens,** *laborer;* **E. L. Childers,** *yard clerk;* **A. F. Dunger,** *fireman;* **N. H. Genel,** *district sales manager—Chicago;* **C. Green,** *TFC clerk;* **B. B. Gist** and **E. S. Mayberry,** *brakemen;* **M. E. McGee,** *clerk-telegrapher;* **R. Mosqueda,** *foreman;* **E. C. Ogden,** *switchman;* **W. T. Prine,** *brakeman;* **D. T. Rainey,** *supervisor mail-duplicating services;* **L. R. Shaw,** *engine foreman;* **R. H. Stanfield,** *brakeman;* **G. F. Stone,** *fireman;* **J. E. Thomas,** *laborer;* **D. P. White,** *conductor.*

NORTHWESTERN PACIFIC: **M. Cisneros,** *laborer;* **M. P. Ford,** *trainmaster;* **J. Gonzalez,** *rail lifter operator;* **F. F. Porras,** *laborer.*



Outstanding Work

Retired SP Locomotive Engineer and Mrs. R. Harvey Angier were honored at a recent meeting of San Antonio unit of the National Assn. of Retired and Veteran Railway Employees for their work in helping the unit expand from 20 charter members in 1972 to more than 300 today.

OTHERS: **H. A. Montgomery,** *assistant chief clerk, Cincinnati;* **G. Schmall,** *foreman, Fresno;* and **H. K. Schroeder,** *terminal manager, Wilmington, both with PMT.*

Deaths

GENERAL OFFICE, SAN FRANCISCO: Pensioners: **F. M. Ashcraft,** *clerk;* **B. S. Crostick,** *pressman;* **J. F. Ireland,** *assistant engineer;* **R. I. Ryan,** *supervisor of agreements;* **J. H. Smith,** *clerk;* **E. G. Stubbs,** *secretary to executive assistant.*

HOUSTON DIVISION AND REPAIR PLANTS: Pensioners: **R. P. Greco,** *carman helper;* **R. W. Harris,** *brakeman;* **J. K. Marmion,** *chief clerk;* **W. Palmer,** *stevedore;* **J. P. Rembert,** *assistant tax commissioner;* **J. H. Ray, F. H. Sandras** and **W. M. Sellers,** *locomotive engineers.*

LAFAYETTE DIVISION: Pensioners: **A. J. Bujol,** *machine operator;* **A. J. LaBauve,** *roundhouse foreman;* **G. P. Langlinais,** *conductor;* **M. P. Robichaux,** *switchman;* **C. Stevens,** *laborer.*

LOS ANGELES DIVISION AND REPAIR PLANTS: **I. Mojarro,** *track laborer;* **R. J. Randall,** *freight carman;* **H. W. Richardson,** *car foreman;* **E. J. St. Pierre,** *car inspector.* Pensioners: **M. J. Braden,** *engine foreman;* **A. C. Bradley,** *manager of personnel;* **J. H. Conner,** *conductor;* **A. DeLeon** and **F. A. Diaz,** *laborers;* **T. Eubanks,** *carpenter helper;* **F. D. Garrett,** *switchman;* **J. W. Henson,** *brakeman;* **S. C. Humer,** *electrician;* **J. R. Kirkland,** *buyer;* **J. E. Krages,** *switchman;* **E. H. Kuhn,** *engine foreman;* **F. C. Lee,** *chief;* **E. H. Mason,** *trolleyman;* **M. McDaneld,** *clerk;* **T. J. McDonald** and **A. P. Sisk,** *brakemen;* **E. Saenz,** *boilermaker;* **M. Stephens,** *janitor;* **F. Thomas,** *laborer;* **R. Wilson,** *porter,* **J. W. Wood,** *fireman;* **J. Wright,** *assistant engineer.*

OREGON DIVISION: Pensioners: **H. B. Axtell,** *clerk;* **F. Benes,** *laborer;* **B. H. Donnelly,** *traveling freight & passenger agent;* **A. L. Farmer,** *machinist;* **R. H. Gilreath,** *brakeman;* **I. B. Jones,** *car inspector;* **R. D. Jordan,** *conductor;* **J. B. Mayfield,** *chief lumber inspector;* **J. C. Ratcliff,** *conductor;* **J. Shelde,** *track walker;* **A. A. Smith,** *mechanic;* **A. H. Smith,** *gang foreman;* **S. J. Stuckley,** *pipefitter;* **G. Ware,** *conductor.*

SACRAMENTO DIVISION AND REPAIR PLANTS: **O. Bennett,** *conductor;* **D. E. Burdette,** *train dispatcher;* **J. H. Gogert,** *agent-telegrapher;* **D. J. Medcraft,** *locomotive engineer.* Pensioners: **W. Barnes,** *clerk;* **F. Caplett,** *blacksmith;* **W. T. Congdon,** *locomotive engineer;* **D. D. Daly,** *conductor;* **R. C. Doucett,** *laborer;* **J. H. Epling,** *locomotive engineer;* **J. T. Galvan,** *molder helper;* **C. J. Hooper,** *machinist;* **P. E. Leavitt,** *conductor;* **R. H. Leedy,** *car inspector;* **H. H. Lish,** *machinist;* **R. E. McGee,** *assistant terminal agent;* **A. Novi,** *laborer;* **D. L. Paschall,** *roadmaster;* **B. B. Powell,** *motor car mechanic;* **J. E. Probst,** *conductor;* **P. Simons,** *machinist;* **J. S. Stacey,** *car inspector;* **L. P. Richardson** and **L. D. Townsend,** *pipefitters;* **S. A. Webb** and **J. E. Weighall,** *carpenters;* **M. H. Wiswell,** *conductor.*

SAN ANTONIO DIVISION: Pensioners: **W. J. Benbow,** *brakeman;* **S. B. Griffin,** *clerk;* **H. M. Spengler,** *chief telephone operator;* **E. Taylor,** *B&B carpenter;* **L. H. Taylor,** *brakeman;* **L. W. Winters,** *yardmaster.*

SAN JOAQUIN DIVISION: Pensioners: **A. V. Crouch** and **R. Hernandez,** *laborers.*

TUCSON DIVISION: **F. A. Bilman,** *conductor.* Pensioners: **F. D. Collup,** *locomotive engineer;* **W. H. Glascock,** *conductor;* **H. H. Grace,** *foreman;* **M. Hernandez,** *laborer;* **T. P. Holder,** *locomotive engineer;* **R. W. Koshmider** and **G. W. Miller,** *conductors;* **T. H. Morrison,** *telegrapher;* **I. M. Pine,** *clerk;* **R. O. Pyles,** *track foreman;* **G. Raymond,** *machinist;* **J. R. Torrez,** *laborer;* **H. R. Wilson,** *switchman;* **F. Wood,** *machinist.*

WESTERN DIVISION: **J. J. Galzinski,** *switchman.* Pensioners: **A. G. Adams,** *machinist;* **T. P. Burke,** *clerk;* **A. Brandi, L. D. Contreras** and **Y. F. Corona,** *laborers;* **D. Daly,** *clerk;* **F. M. DeMay,** *switchman;* **T. Duane,** *water service helper;* **F. J. Feederle,** *machinist;* **J. J. Fernandes,** *laborer;* **R. V. Forsyth,** *chief clerk;* **G. Greelman,** *carman;* **H. R. Healy,** *clerk;* **C. C. Henderson,** *yardmaster;* **L. W. Hoerler,** *locomotive engineer;* **C. V. Jones,** *train attendant;* **D. F. Machado,** *laborer;* **D. J. McCarthy,** *freight picker;* **M. Noguera,** *carman;* **D. G. Panelli,** *gardener;* **J. S. Pettis,** *clerk;* **J. L. Strain,** *mail and baggage handler;* **S. Terrell,** *porter;* **L. M. Tosh,** *yard clerk;* **R. R. Trewin,** *machinist;* **J. Urciaga,** *laborer;* **L. G. Wolf,** *conductor;* **E. W. Wood,** *clerk.*

OTHERS: Pensioners: **A. I. Allen,** *machinist* and **C. Williams,** *locomotive engineer, both with Cotton Belt;* **A. P. Barber,** *assistant chief clerk—Traffic, Washington, D.C.;* **A. L. Strader,** *lead machinist, SD&AE;* **S. O. Norton,** *brakeman* and **A. F. Weickert,** *laborer, both with NWP.*

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When it comes to moving your freight, talk isn't cheap anymore.

There's been a lot of talk lately about the need to improve rail freight service. But for any of that talk to do any good, railroads have got to listen to what shippers and receivers have to say.

Problem is, most railroads have been hard of hearing when it comes to listening and responding. Clearly, the notion that talk is cheap has proven expensive to everyone.

We hear you talking.

At Southern Pacific, we make sure your words won't fall on deaf ears. We've beefed up our sales and marketing teams with specialists in every major freight commodity area. So when you sit down to talk with us, your needs will be heard by people familiar with the type of business you do, not just the kind of business we do.

Actions speak louder than words.

Working with SP service planners, our marketing team will determine the optimum level of service that will yield profitable results for both of us.

Together we'll create a service package—the right combination of rates, equipment, transit times, and transportation modes—that will ensure reliable on-time delivery of your goods. We'll even put our backhauls to work for you if they can better serve your needs and help reduce your costs. And, we'll work with you to help solve those distribution problems that plague every shipper.

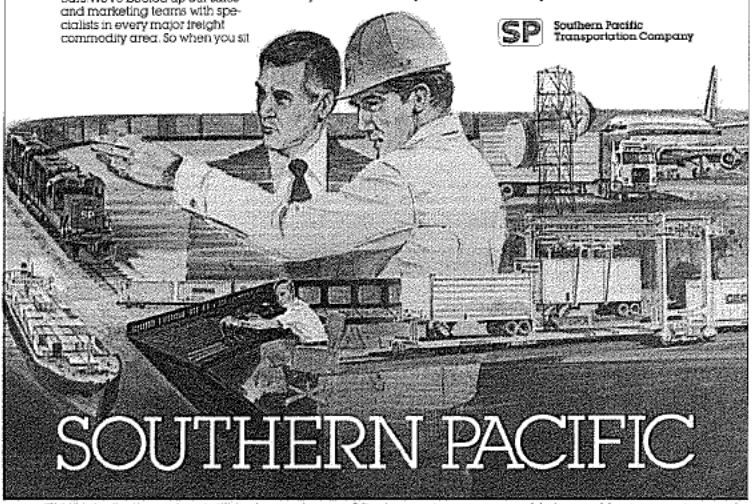
Listening is a mutual proposition.

Improvement of rail service depends on the cooperation of our customers, too. It requires a willingness on the part of shippers to discuss appropriate rates for tailor-made service. It may mean re-thinking your loading/unloading activities to help reduce car turn-around time. And finally, it means arriving at the kind of profitable working partnership that produces results.

That's our commitment.

We're committed to providing the total transportation service that every industry needs. We believe it starts with total communication — not just lip service. Find out how committed we are to putting it all together for you. Call your local SP sales office. You'll find we're a railroad that actually listens.

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This is the keynote advertisement in a major new SP ad campaign to run monthly in top shipper magazines. The ads will stress our commitment to reliable service that meets the individual needs of customers. Reprints will be sent to SP sales people prior to publication for use as sales aids during customer calls.

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